

QUARTERLY REPORT FOURTH QUARTER – 2004

October 1, 2004 through December 31, 2004

VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:

1. **GROWTH**

As our city continues to expand, the issue of **growth** is widespread affecting all areas of the valley. The number one issue for valley residents is **water shortage** and the **quality** of our water. We are facing future **over population**, which increases the need for **traffic** and **transportation** needs. Due to an influx of needed **infrastructure** the valley faces non-stop **construction** delays and issues.

2. **EDUCATION**

Education continues to be an important issue in the community. With the school district facing a budget crunch, the **hiring of teachers** and their wages are a concern due to problems of overcrowded classrooms and finding qualified staff. **School activities** and **new school programs** are a concern for parents because we have seen many extracurricular activities cut from school spending due to lack of funds. The quality of education kids receive is a paramount concern, especially when it comes to **teen safety and driving** and **test score** in preparation for college.

3. **CRIME**

Being a 24 hour town, Las Vegas has seen its share of crime. The free spirit atmosphere of Las Vegas has lead to an increase in **Drugs** and **Alcohol**. This combination has led to a stark increase in **DUI-related** arrests by **Safety and Law Enforcement**. Residents are also handling issues of **Personal Home Safety** due to an increase in home invasions. Some of these invasions have turned violent and resulted in the **murder** of the occupants inside the home.

4. **LIFESTYLES**

Health and medical issues are extremely important to our community because of its rapid growth. Residents are always concerned of maintaining our **community image** and the impacts of **gambling** and **casinos**. Some of the biggest **family issues** we cover involve **sporting activities** both for adults and children.

5. **ECONOMICS**

Our area's economics continues to be an issue. **Tourism** is a positive aspect as the areas major industry providing jobs and income to our state. Locals are concerned

however with the **minimum wage** issue, the overall **cost of living, vehicle gas prices**, and other **money issues** and rising costs.

6. **POLITICS**

The debate of making **Yucca Mountain** the nation's nuclear waste site is a major concern for Southern Nevada residents. In addition to nuclear waste, **tax issues** are a big concern especially property taxes. With the November second general right around the corner, residents are paying close attention to **campaigns** for both local, state and national races and the candidates who will **represent** them. Residents continue to show signs of **patriotism** as we welcome home our troops from overseas.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *October 1-17, 2004, November 8-14, 2004 and December 6-12, 2004.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (5) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (6) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (7) [WWW.KVBC.COM](http://www.kvbc.com), OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT

THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
4TH QUARTER, 2004

**VALLEY BROADCASTING COMPANY
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
IN THE SOUTHERN NEVADA AREA
FOR THE FOURTH QUARTER 2004**

October 1, 2004 through December 31, 2004

1. PEER PRESSURE

The impact of **peer pressure**, both positive and negative, continues to be a concern in our community. **Stress** due to school work and trying to fit in with friends, as well as family pressure can lead to problems with **alcohol, drugs, and smoking**. Children have continually expressed concern about the pressure to have sex and the fear of unwanted **pregnancy**. **Friends** seem to drive this pressure in children, and have a big impact on the decisions they make.

2. SCHOOL

The new **school** year is underway. Students are concerned how school and related issues will affect their daily lives. Concerns include: **bullying, school activities, homework** including the amount and severity of the work and uniform issues. **Uniforms** are mandatory at some schools, optional at others and others have no uniform requirements.

3. VIOLENCE

Children in Las Vegas continue to express concerns and **fears** they face everyday. **Gangs** in school and within the community promote **hatred** through misinformation and fear. **Guns** in schools and on the streets remains a concern.

4. ACTIVITIES

Kids **safety** is always a concern when it comes to their **activities**. More specifically **sport activities**. As we enter into fall sports, such as football and basketball. Along with school programs the **community parks and recreation organizations** offer a variety of activities that the kids enjoy.

Kids also say they enjoy **computers** and **television** is still a form of entertainment kids enjoy. With more education and available information, more kids and parents are learning to incorporate a more **nutritional lifestyle**.

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IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.